IN THE CLAIMS

1. (previously presented)   A processor implemented method of forming distribution content that includes a data module, the data module including a script, said method comprising:

scanning the script to detect a plurality of character strings that each match predetermined criteria;

sorting the plurality of character strings in order of their appearance frequency in the script;

associating, for each one of the plurality of character strings, that character string with a specific one of a plurality of substitute characters or character strings such that when a respective one of the plurality of character strings has a greater appearance frequency than another one of the plurality of character strings, the specific one of the plurality of substitute characters or character strings that is associated with the respective one of the plurality of character strings has a same or smaller number of characters than the specific one of the plurality of substitute characters or character strings that is associated with the another one of the plurality of character strings;

searching the script for a given one of the plurality of character strings; and

replacing the given one of the plurality of character strings with the specific one of the plurality of substitute characters or character strings that is associated with the given one of the plurality of character strings, the specific one of the plurality of substitute characters or character strings having fewer characters than the given one of the plurality of character strings.

2. (previously presented)   A processor implemented method according to claim 1, further comprising:

temporarily storing the distribution content after carrying out said replacing step, and then distributing the content.

3.   (previously presented) A processor implemented method according to claim 1, wherein the given one of the plurality of character strings is a function name or a variable name, said scanning step detects that a particular one of the plurality of character strings is the function name when that character string immediately follows the term "function", the term "function" being a reserved word, and said scanning step detects that the particular one of the plurality of character strings is the variable name when that character string (i) is located between a left parenthesis and a right parenthesis that follow the function name and either precedes or follows a comma that is also located between the left parenthesis and the right parenthesis, (ii) is located on the left side of an equation, or (iii) immediately follows the term "var", the term "var" being a reserved word.

4.   (previously presented) A processor implemented method according to claim 1, further comprising:

determining, prior to carrying out said associating step, whether the specific one of the plurality of substitute characters or character strings is a system reserved word, and when the specific one of the plurality of substitute characters or character strings is a system reserved word, substituting for the specific one of the plurality of substitute characters or character strings with a further one of the plurality of substitute characters or character strings, said associating step and said replacing step thereby being carried out using the further one of the plurality of substitute characters or character strings in place of the specific one of the plurality of substitute characters or character strings.

5.   (previously presented)   A processor implemented method according to claim 1, further comprising:

searching the script for a further one of the plurality of character strings that does not affect execution of the script; and deleting the further one of the plurality of character strings from the script.

6.   (previously presented)   A processor implemented method according to claim 5, wherein the further one of the plurality of character strings is a comment string preceded by a predetermined delimiter.

7.   (cancelled)

8.   (previously presented)   A processor implemented method of distributing content that includes a plurality of data modules, at least one of the plurality of modules including a script, said method comprising:

scanning the script of the at least one data module to detect a plurality of character strings that each match predetermined criteria;

sorting the plurality of character strings in order of their appearance frequency in the script;

associating, for each one of the plurality of character strings, that character string with a specific one of a plurality of substitute characters or character strings such that when a respective one of the plurality of character strings has a greater appearance frequency than another one of the plurality of character strings, the specific one of the plurality of substitute characters or character strings that is associated with the respective one of the plurality of character strings has a same or smaller number of characters than the specific one of the plurality of substitute characters or character strings that is associated with the another one of the plurality of character strings;

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searching the script of the at least one data module for a given one of the plurality of character strings;

replacing the given one of the plurality of character strings with the specific one of the plurality of substitute characters or character strings that is associated with the given one of the plurality of character strings, the specific one of the plurality of substitute characters or character strings having fewer characters than the given one of the plurality of character strings;

storing the at least one data module after carrying out said replacing step; and

distributing the stored data module.

9.   (previously presented) A processor implemented method according to claim 8, wherein the given one of the plurality of character strings is a function name or a variable name, said scanning step detects that a particular one of the plurality of character strings is the function name when that character string immediately follows the term "function", the term "function" being a reserved word, and said scanning step detects that the particular one of the plurality of character strings is the variable name when that character string (i) is located between a left parenthesis and a right parenthesis that follow the function name and either precedes or follows a comma that is also located between the left parenthesis and the right parenthesis, (ii) is located on the left side of an equation, or (iii) immediately follows the term "var", the term "var" being a reserved word.

10.   (previously presented) A processor implemented method according to claim 8, further comprising:

determining, prior to carrying out said associating step, whether the specific one of the plurality of substitute characters or character strings is a system

reserved word, and when the specific one of the plurality of substitute characters or character strings is a system reserved word, substituting for the specific one of the plurality of substitute characters or character strings with a further one of the plurality of substitute characters or character strings, said associating step and said replacing step thereby being carried out using the further one of the plurality of substitute characters or character strings in place of the specific one of the plurality of substitute characters or character strings.

11. (previously presented) A processor implemented method according to claim 8, further comprising:

searching the script for a further one of the plurality of character strings that does not affect execution of the script; and deleting the further one of the plurality of character strings from the script.

12. (previously presented) A processor implemented method according to claim 11, wherein the further one of the plurality of character strings is a comment string preceded by a predetermined delimiter.

13. (cancelled)

14. (previously presented) An apparatus for distributing content that includes a plurality of data modules, at least one of the plurality of modules including a script, said apparatus comprising:

means for scanning the script to detect a plurality of character strings that each match predetermined criteria;

means for sorting the plurality of character strings in order of their appearance frequency in the script;

means for associating, for each one of the plurality of character strings, that character string with

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a specific one of a plurality of substitute characters or character strings such that when a respective one of the plurality of character strings has a greater appearance frequency than another one of the plurality of character strings, the specific one of the plurality of substitute characters or character strings that is associated with the respective one of the plurality of character strings has a same or smaller number of characters than the specific one of the plurality of substitute characters or character strings that is associated with the another one of the plurality of character strings;

means for searching the script of the at least one data module for a given one of the plurality of character strings;

means for replacing the given one of the plurality of character strings with the specific one of the plurality of substitute characters or character strings that is associated with the given one of the plurality of character strings, the specific one of the plurality of substitute characters or character strings having fewer characters than the given one of the plurality of character strings;

means for storing the at least one data module after replacing the given one of the plurality of character strings with the specific one of the plurality of substitute characters or character strings; and

means for distributing the stored data module.

15. (previously presented) An apparatus according to claim 14, wherein the given one of the plurality of character strings is a function name or a variable name, said means for scanning detects that a particular one of the plurality of character strings is the function name when that character string immediately follows the term "function", the term

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"function" being a reserved word, and said means for scanning detects that the particular one of the plurality of character strings is the variable name when that character string (i) is located between a left parenthesis and a right parenthesis that follow the function name and either precedes or follows a comma that is also located between the left parenthesis and the right parenthesis, (ii) is located on the left side of an equation, or (iii) immediately follows the term "var", the term "var" being a reserved word.

16. (previously presented) An apparatus according to claim 14, further comprising:

means for determining whether the specific one of the plurality of substitute characters or character strings is a system reserved word, and when the specific one of the plurality of substitute characters or character strings is a system reserved word, for substituting for the specific one of the plurality of substitute characters or character strings with a further one of the plurality of substitute characters or character strings prior to being associated with the given one of the plurality of character strings, said means for associating and said means for replacing thereby using the further one of the plurality of substitute characters or character strings in place of the specific one of the plurality of substitute characters or character strings.

17. (previously presented) An apparatus according to claim 14, further comprising:

means for searching the script for a further one of the plurality of character strings that does not affect execution of the script; and

means for deleting the further one of the plurality of character strings from the script.

18. (previously presented) An apparatus according to claim 17, wherein the further one of the plurality of character strings is a comment string preceded by a predetermined delimiter.

19. (cancelled)

20. (previously presented) A processor implemented method of reducing the size of source code, said method comprising:

scanning the source code to detect a plurality of character strings that each match predetermined criteria;

sorting the plurality of character strings in order of their appearance frequency in the source code;

associating, for each one of the plurality of character strings, that character string with a specific one of a plurality of substitute characters or character strings such that when a respective one of the plurality of character strings has a greater appearance frequency than another one of the plurality of character strings, the specific one of the plurality of substitute characters or character strings that is associated with the respective one of the plurality of character strings has a same or smaller number of characters than the specific one of the plurality of substitute characters or character strings that is associated with the another one of the plurality of character strings;

searching the source code for a given one of the plurality of character strings; and

replacing the given one of the plurality of character strings with the specific one of the plurality of substitute characters or character strings that is associated with the given one of the plurality of character strings, the specific one of the plurality of substitute

characters or character strings having fewer characters than the given one of the plurality of character strings.

21. (previously presented) A processor implemented method according to claim 20, wherein the given one of the plurality of character strings is a function name or a variable name, said scanning step detects that a particular one of the plurality of character strings is the function name when that character string immediately follows the term "function", the term "function" being a reserved word, and said scanning step detects that the particular one of the plurality of character strings is the variable name when that character string (i) is located between a left parenthesis and a right parenthesis that follow the function name and either precedes or follows a comma that is also located between the left parenthesis and the right parenthesis, (ii) is located on the left side of an equation, or (iii) immediately follows the term "var", the term "var" being a reserved word.

22. (previously presented) A processor implemented method according to claim 20, further comprising:

determining, prior to carrying out said associating step , whether the specific one of the plurality of substitute characters or character strings is a system reserved word, and when the specific one of the plurality of substitute characters or character strings is a system reserved word, substituting for the specific one of the plurality of substitute characters or character strings with a further one of the plurality of substitute characters or character strings, said associating step and said replacing step thereby being carried out using the further one of the plurality of substitute characters or character strings in place of the specific one of the plurality of substitute characters or character strings.

23.   (previously presented)   A processor implemented method according to claim 20, further comprising:

searching the source code for a further one of the plurality of character strings that does not affect execution of the source code; and

deleting the further one of the plurality of character strings.

24.   (previously presented)   A processor implemented method according to claim 23, wherein the further one of the plurality of character strings is a comment string preceded by a predetermined delimiter.

25.   (cancelled)

26.   (cancelled)

27.   (previously presented)   A processor implemented method according to claim 1, further comprising:

storing the given one of the plurality of character strings and the specific one of the plurality of substitute characters or character strings associated with the given one of the plurality of character strings in a correspondence table.

28.   (cancelled)

29.   (previously presented)   A processor implemented method according to claim 8, further comprising:

storing the given one of the plurality of character strings and the specific one of the plurality of substitute characters or character strings associated with the given one of the plurality of character strings in a correspondence table.

30.   (cancelled)

31.   (previously presented)   An apparatus according to claim 14, further comprising:

means for storing the given one of the plurality of character strings and the specific one of the plurality of substitute characters or character strings associated

with the given one of the plurality of character strings in a correspondence table.

32. (cancelled)

33. (previously presented)   A processor implemented method according to claim 20, further comprising:

storing the given one of the plurality of character strings and the specific one of the plurality of substitute characters or character strings associated with the given one of the plurality of character strings in a correspondence table.